

### **Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

1. (Currently amended) A method of providing a user with information about a product or service associated with an article, ~~via machine-readable coded data disposed on a surface of an article, the coded data comprising coded data portions, each coded data portion identifying the article and a position of the coded data portion on the surface of the article,~~ the method comprising the steps, ~~performed in a computer system,~~ of:

providing machine-readable coded data on a surface of the article, the coded data comprising coded data portions, each coded data portion identifying the article and a position of the coded data portion on the surface of the article,

sensing by a sensing device at least one of the coded data portion when the sensing device is brought in an operative position relative to the surface of the article;

forming by the sensing device interaction data identifying the article and the position of the sensed coded data portion on the surface;

communicating by the sensing device the interaction data to a computer system;

receiving by the computer system the interaction data ~~representing interaction of a sensing device with the coded data, the interaction data having been generated at least partially on the basis of at least one coded data portion being sensed by the sensing device as the interaction took place;~~

determining by the computer system and from the interaction data an identity of the article and the position of the sensed coded data portion ~~interacted with by the sensing device;~~

determining by the computer system that the position of the sensed coded data portion relates to an information request;

receiving by the computer system location data indicative of a geographical location;

determining ~~retrieving by the computer system~~ the information about the product or service ~~from based upon the location data, and the identity of the article and the position of the coded data portion on the surface of the article interacted with by the sensing device;~~ and

providing by the computer system the information about the product or service to the user.

2. (Original) A method according to claim 1, wherein the information is indicative of a location of a commercial entity.

3. (~~Original~~Currently amended) A method according to claim 1, wherein the ~~retrieving~~determining step includes determining that the article has been purchased.

4. (Original) A method according to claim 1, wherein the information is indicative of an inducement to buy the product or service.

5. (Original) A method according to claim 4, wherein the inducement is a price discount.

6. (Original) A method according to claim 5, wherein the price discount is only valid at an outlet of a commercial entity at the location.

7. (Original) A method according to claim 5, wherein the price discount is valid at any of a number of outlets of the commercial entity.

8. (Currently amended) A method according to claim 21, further including the step of receiving, in the computer system, identity data indicative of an identity of at least one of the sensing device and the user.

9. (Original) A method according to claim 1, further including the step of receiving, in the computer system, alias identity data indicative of an alias identity of at least one of the sensing device and the user.

10. (Original) A method according to claim 1, the location data having been provided by the sensing device.

11. (Original) A method according to claim 10, the location data having been generated by the sensing device.

12. (Currently amended) A method according to claim 1, the location data having been provided by a mobile communications device in communication with the computer system.

13. (Original) A method according to claim 12, the location data having been generated by the mobile communications device.

14. (Currently amended) A method according to claim 11, wherein the location data is based on Global Positioning System (GPS) location information generated by a GPS receiver in the sensing device.

15. (Currently amended) A method according to claim 13, wherein the location data is based on Global Positioning System (GPS) location information generated by a GPS receiver in the mobile communications device.

16. (Original) A method according to claim 10, the location data having been generated by a telecommunications network associated with the sensing device.

17. (Original) A method according to claim 12, the location data having been generated by a telecommunications network associated with the mobile communications device.

18. (Original) A method according to claim 10, wherein the sensing device includes a wireless receiver for receiving radio-frequency data from a transmitter, the radio-frequency data including location information upon which the location data is based.

19. (Original) A method according to claim 12, wherein the mobile communications device includes a wireless receiver for receiving radio-frequency data from a transmitter, the radio-frequency data including location information upon which the location data is based.

20. (Original) A method according to claim 12, wherein the sensing device and the mobile communication device are integrated in a single device.

21. (Original) A method according to claim 13, wherein the sensing device and the mobile communication device are integrated in a single device.

22. (Original) A method according to claim 15, wherein the sensing device and the mobile communication device are integrated in a single device.

23. (Original) A method according to claim 17, wherein the sensing device and the mobile communication device are integrated in a single device.

24. (Original) A method according to claim 19, wherein the sensing device and the mobile communication device are integrated in a single device.

25. (Original) A method according to claim 1, the location data having been generated by a telecommunications network associated with the sensing device.

26. (Original) A method according to claim 25, the location data having been derived using an Uplink Time Difference of Arrival technique.

27. (Original) A method according to claim 1, wherein the location data is received from a server, the server maintaining location data for a plurality of the articles based on last known locations of the respective articles.

28. (Original) A method according to claim 1, wherein the providing step includes sending the information to an electronic address associated with at least one of the user and the sensing device.

29. (Original) A method according to claim 1, wherein the geographical location is an area.

30. (Original) A method according to claim 29, wherein the area is defined by a postal or zip code.

31. (Original) A method according to claim 29, wherein the area is a city, suburb or town.

32. (Original) A method according to claim 1, wherein the geographical location is an area at least partially defined by a transmission footprint of one or more cells of telecommunications network that forms at least part of a communication path via which at least one of the location data and the interaction data are received in the computer system.

33. (Original) A method according to claim 16, wherein the geographical location is an area at least partially defined by a transmission footprint of one or more cells of the telecommunications network.

34. (Original) A method according to claim 17, wherein the geographical location is an area at least partially defined by a transmission footprint of one or more cells of the telecommunications network.

35-37. (Cancelled)

38. (Currently amended) A method according to claim 5, wherein the providing the information step includes causing a printer to print the information in the form of a voucher for obtaining the price discount.

39-40. (Cancelled)